**LEAN STARTUP BUSINESS PLAN**

| **PROBLEM** | |
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| * Many urban residents struggle to find affordable, high-quality organic produce year-round, as supermarkets often stock  imported goods with reduced freshness and farmers’ markets operate only seasonally. * Customers with specific health goals or allergies are left without convenient, tailored solutions that fit their needs. | * Most grocery delivery services do not cater to specific dietary needs such as vegan, gluten-free, or low-carb, leaving customers without convenient, tailored options. * Busy professionals and families have limited time for meal planning, shopping, and cooking, often relying on unhealthy takeout or heavily processed food. |

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| **SOLUTION** |  | **CHANNELS** |
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| * Launch an online platform offering locally sourced boxes. * Provide customizable meal kits with flexible portion sizes. * Offer subscription plans with weekly delivery options.   **UNIQUE VALUE PROPOSITION**   * We deliver fresh, locally sourced produce and customizable meal kits directly to a doorstep, helping you eat healthier. |  | * Social media advertising (Instagram, Facebook). * Partnerships with local gyms and wellness centers. * Email marketing campaigns for retention.   **CUSTOMER ENGAGEMENT TACTICS**   * Hosting live cooking demos on Instagram and Facebook. * Offering referral discounts for customers who bring friends. |
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| **MARKET ADVANTAGE** |  | **CUSTOMER SEGMENTS** |
| * Strong partnerships with local farms and food cooperatives. * AI-driven customization system for dietary preferences. * Exclusive seasonal recipes developed by professional chefs. |  | * Health-conscious individuals and families. * Busy professionals aged 25–45. * People with dietary restrictions (vegan, gluten-free, low-carb). |
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| **EXISTING ALTERNATIVES** |  | **KEY METRICS & MILESTONES** |
| * Supermarkets and farmers’ markets. * Generic meal kit companies. * Grocery delivery services without dietary customization. |  | * Track subscription growth and retention rates. * Measure customer satisfaction through surveys. * Monitor average order value and weekly sales growth. |
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| **EARLY ADOPTERS** |  | **KEY RESOURCES** |
| * Young urban professionals interested in healthy eating. * Parents looking for convenient, nutritious options for kids. * Fitness enthusiasts aiming to maintain a balanced diet. |  | * Network of local farmers and suppliers. * Dedicated logistics and delivery team. * Web development and marketing team. |
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| **COST STRUCTURE** |  | **REVENUE STREAMS** |
| * Fixed costs: warehouse rental, staff salaries, insurance. * Variable costs: produce purchase, delivery expenses. * Estimated annual operational costs: $250,000. |  | * Subscription fees for produce boxes and meal kits. * One-time orders for seasonal specialty boxes. * Partnerships with health and wellness brands. |